

WHY EFFORTLESS EXPERIENCE™

Increase customer loyalty, decrease costs and improve frontline engagement and wellness.

Who We Are

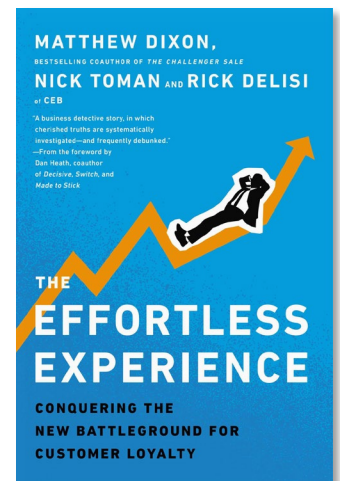
Challenger is a global best practice professional services company dedicated to changing behavior in Customer Service, Sales, and Marketing teams. Our service programs are supported by ongoing research and backed by our best-selling book, *The Effortless Experience*. Since 2015, we've offered a complete transformation program teaching service reps the skills proven to reduce customer effort, including positive language, advocacy, flexing communication styles, acknowledging customer baggage, and others.

How We Help

Based on a decade of research and proven best practices from the world's highest-performing contact centers, we have developed a framework that enables service teams to consistently make it easy for customers when something goes wrong.

Through live and virtual channels, representatives learn Effortless Experience™ skills that have been shown to:

- **Create a consistent, end-end service experience**
- **Drive organizational capabilities**
- **Establish a common language and service strategy**



“As a premium provider in our space, our service experience is a true opportunity to differentiate. We saw a 20% reduction in escalations, which means we are solving customer problems the first time around. In fact, our customer VOC reflects that our reps are proactively solving problems before they are a challenge for our customers.”

-Senior Vice President, Retail Solutions at vAuto

Did you know...

Customer service interactions are **4X** more likely to lead to disloyalty than loyalty.



Research from our groundbreaking study of more than **50,000** customers from **100+** institutions

See the Results

DealerTrack

- ↑ +4% CES (94% to 98%)
- ↑ +3% Case Ownership (96% to 98%)
- ↑ +FCR by 4.7%

Northwestern Mutual

- ↑ +10% FCR
- ↓ -46% Attrition
- ↓ -6% Transfer rate

ILAAS Energy*

- ↑ +22.4% in NPS
- ↑ +135% in upsells
- ↑ +9.1% in ASAT
- ↑ + 4.2% in CSAT

*Pseudonym

“What we hadn’t expected was the level of enthusiasm that would begin to permeate the call center well beyond the pilot group...the program has increased our center’s feedback culture and has impacted our collaboration climate for the better. There is greater knowledge-sharing across the frontline and a greater sense of purpose in the work of serving the customer.”

- Location Manager at Nuon